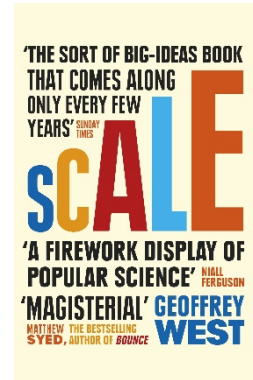


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Reading List

BOOK OF THE MOMENT

“SCALE: THE UNIVERSAL LAWS OF GROWTH, INNOVATION, SUSTAINABILITY AND THE PACE OF LIFE IN ORGANISMS, CITIES, ECONOMIES, AND COMPANIES” - GEOFFREY WEST



This book by Geoffrey West, theoretical physicist and former President of the Santa Fe Institute, explores how different systems respond to increases in size. West argues that a set of universal laws govern the “dynamics, growth and organisation of animals, plants, human social behaviour, cities and companies.”

From an investment standpoint, West explores how companies experience bounded growth with the longest surviving companies tending to be small, family-owned businesses in niche markets (for example, UK Brewers). In comparison, cities benefit from networking effects which enable them to grow in “sublinear” fashion through the interaction and innovation of its people.

HERE IS A LIST OF ALL-TIME CLASSICS:

The Intelligent Investor - Benjamin Graham

The Little Book of Common-Sense Investing – Jack Bogle

Fooled by Randomness – Nassim Nicolas Taleb

The Outsiders: Eight Unconventional CEOs and Their Radically Rational Blueprint for Success – William Thorndike

Irrational exuberance – Robert Schiller

Winning the Losing Game – Charles Ellis

Misbehaving: The Making of Behavioral Economics - Richard Thaler

Range – David Epstein

Damn Right! Behind the Scenes with Berkshire Hathaway Billionaire Charlie Munger – Janet Lowe

Poor Charlie's Almanack - Charlie Munger

Technological Revolutions and Financial Capital – Carlota Perez

Thinking, Fast and Slow – Daniel Kahnemann

Influence – Riccardo Cialdini

The Predator's Ball – Connie Bruck

Antifragile - Nassim Nicolas Taleb

Where Are the Customers' Yachts? or A Good Hard Look at Wall Street - Fred Schwed Jr.

The Money Game - Adam Smith